

附件 1: 英文授课课程清单

Jeonju University English Track

The English Track curriculum for exchange students is as follows. At Jeonju University, exchange students can register for up to 18 credits per semester, and they can choose 3~4 liberal arts courses and 2~3 major courses. The courses listed below may be canceled or changed depending on the number of students registered at the time of the course offering.

1. Liberal Arts Courses

Subject	Credit	Course Description
English and Culture	3	The purpose of this class is to use English as a medium to learn about, reflect on, and discuss the variety of cultures and the differences in language in the various English-speaking countries in the world (USA, UK, Canada, etc.).
English Communication	3	The aim of this course is help students improve their conversation skills and confidence.
Design Thinking	3	It is a creative strategy that designers use in the design process. Design thinking is a practical and creative problem-solving approach, and the creation of solutions.
Introduction to Korean Culture	3	A course that studies the characteristics of Korean culture, especially its evolution and changes, in the past and present.
Exploring Korean Companies	3	Understand the culture and characteristics of Korean companies and enhance understanding by visiting actual Korean companies.

2. Major course(Department of Business Management)

Subject	Credit	Course Description
Organizational behavior theory	3	Understanding, predicting, and controlling human behavior (individual, group, organizational) within an organization to achieve the most efficient/effective organizational adaptation outcomes is the goal.
Management strategy	3	Strategic management is a management system that responds to the business environment, establishes and executes management strategies to achieve organizational goals, evaluates and provides feedback. This course aims to understand the essence and importance of management strategy as a core management technique for enhancing corporate competitiveness, and to provide methods for establishing management strategies.
Consumer Behavior	3	The Consumer Behavior course aims to understand the basic flow of the discipline of consumer behavior and cultivate knowledge of key theories, terms, research approaches, and methodologies necessary for marketing research. In particular, the course focuses on the consumer behavior in the marketing field that seeks to understand how marketing works.

Management Information System (MIS)	3	The course objectives are divided into two main parts. First, it introduces the role of management information systems and the characteristics and methods of utilizing information technology to students studying business management. Second, it aims to cultivate versatile and well-rounded talents who possess the desired knowledge of management information and the ability to effectively utilize information technology that companies seek.
Business statistics	3	This course aims to educate students on the basic concepts and theories of statistics to facilitate an understanding of business statistics. Students will learn how to perform statistical analysis of data Obtained through surveys such as questionnaires to solve problems that may arise in business management. By the end of the course, students will be able to conduct statistical analyses of data independently.
Finance theory	3	The course covers financial markets and financial institutions, but goes beyond simple introductions to provide in-depth analysis of their key functions and basic principles. Understanding the essence of the financial industry in this way enables students to comprehend the rapidly changing financial industry and make more accurate predictions about the future.

3. Major course(Department of Creative Arts Psychotherapy)

Subject	Credit	Course Description
Introduction to music therapy	3	Overall learning about the basic principles,definition, fundamental theories, and approaches of music therapy.
Introduction to dance/movement therapy	3	Understand the historical background and the theories and intervention methods of the major pioneers of dance/movement therapy, and cultivate clinical abilities through a mock session.

4. Major course(Department of English Language and Literature)

Subject	Credit	Course Description
English Composition	3	The purpose of this class Is for students to improve their writing through a process-based approach.
History of English and American literature	3	It examines the origins and development of American literature historically and analyzes the works of major authors. "
World Literature	3	This literature course explores how great writers refract their world and how their works are transformed when they intervene in our global cultural landscape today. No national literature has ever grown up in isolation from the cultures around it;from the earliest periods, great works of literature have probed the tensions, conflicts, and connections among neighboring cultures and often more distant regions as well.

5. Major course(Department of Hotel Management)

Subject	Credit	Course Description
Managing service quality and excellence in hospitality industry	3	Understanding of general service concept, types and applications in hospitality industry with reviewing the organization's management strategies for maintaining qualified service.
Introduction to the Hospitality Industry	3	Introduction to various segments of hospitality industry including lodging, tourism, restaurant, foodservice, airlines, and convention and events, with an emphasis on hospitality spirits.
Introduction to Multicultural Diversity in the Hospitality workplace	3	Understanding of etiquette and protocol in business and social settings including domestic and international common courtesies, greetings and introductions, communications and dining etiquette. Basic manners and skills required for serving hotel guests are also discussed.